



## Blackhawk Bank & Trust Social Media Participation Guidelines

Blackhawk Bank & Trust engages on several social media channels to foster two-way communication with customers and various audiences. Adhering to these social media participation guidelines, our Privacy Disclosure and the terms of use for each social media platform, we encourage members to join the conversation on these channels.

Blackhawk Bank & Trust operates official social media accounts include on the following platforms:

- Facebook
- Twitter
- LinkedIn
- Instagram

### **Personal Conduct**

Blackhawk Bank & Trust is committed to fostering an environment that allows for freedoms of speech and expression in accordance with the First Amendment to the U.S. Constitution. However, we will not tolerate any activity or posting on an official social media site that loses First Amendment protection such as any unlawful, defamatory, or obscene activity or posting. Blackhawk Bank & Trust reserves the right to remove any such posting without notice.

We ask participants on our social media sites to treat each other, and our employees, with respect. While this is an open forum, we intend to maintain a friendly environment. Please use appropriate language at all times when posting and/or commenting.

Blackhawk Bank & Trust is not responsible or liable, directly or indirectly, for content posted by third parties. Participants may report inappropriate content to [marketingdept@choosethechief.com](mailto:marketingdept@choosethechief.com).

By submitting any content, you grant Blackhawk Bank & Trust the right to use this content in any and all Blackhawk Bank & Trust websites, including social media channels, print and other media, without payment or any other considerations.

To ensure informative, lawful, productive and respectful dialogue, we will review comments and reserve the right to hide or remove any posts or comments that include:

- **Confidential Content** – Because participation on our social media channels is done at your own risk, you are taking personal responsibility for your posts, comments, username and any information you provide. Please do not post confidential information about yourself or others. Any sensitive personal information or other confidential information posted on an official Blackhawk Bank & Trust social media site will be removed by a site administrator as soon as possible upon discovery.
- **Illegal Activity** – Social media activity that contains any suggestion or encouragement of unlawful behavior is not permissible. In addition, comments and posts must not violate laws that govern the use of copyrights, trade secrets, or any other intellectual property.



- **Offensive Language** – Profane or provocative language in comments and posts will not be tolerated. This includes, but is not limited to abusive, derogatory, disparaging, explicit, graphic, hateful, inflammatory, obscene, offensive, racial, threatening, or sexually explicit language. Please refrain from personal attacks or being disrespectful of others. You also must not impersonate another person or organization.
- **Photo Uploads** – Posts and comments containing photos will be reviewed and removed if deemed inappropriate.
- **Spam-like Solicitations** – Comments, post and links focused on selling a product or service are not permitted. In addition, driving traffic to a particular website for personal, political or monetary gain is also not permitted.

Blackhawk Bank & Trust reserves the right to remove, without notice and at our sole discretion, any content that violates these guidelines or does not adhere to the intent of our social media channels. Also, Blackhawk Bank & Trust reserves the right to block any user from participating in our social media channels at any time without notice for violating these guidelines.

### **Employee Information**

Blackhawk Bank & Trust does not endorse any comments made by our employees, unless they are an authorized representative of Blackhawk Bank & Trust. All statements and viewpoints expressed in the comments are strictly those of the commenter alone, and do not constitute an official position of Blackhawk Bank & Trust.

### **Please Note**

Blackhawk Bank & Trust may sponsor contests on these social media channels. These contests may have their own rules and terms for usage, which will be specified within our website.

The appearance of external links on our social media channels does not constitute an official endorsement by Blackhawk Bank & Trust.

Blackhawk Bank & Trust reserves the right to change these guidelines at any time without notice at its sole discretion. By participating on our social media channels, you agree to these terms.

If you have any questions about these guidelines, please email at [marketingdept@choosethechief.com](mailto:marketingdept@choosethechief.com).